

vsa Variety Stores Association Inc.

25 West 43 Street, New York 36, N. Y. Telephone Bryant 9-3023

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May 2, 1958

Mr. Stanley S. Kresge
S. S. Kresge Co.
2727 Second Avenue
Detroit 32, Michigan

Dear Mr. Kresge:

As you know, the Variety Stores Association is not content to pass resolutions against Sunday selling and let it go at that. We are determined to do everything we can to encourage local community action in support of non-commercial observance of Sunday.

An encouraging number of communities are doing things. Publicity may help others to follow suit.

In addition to information about community action, it seems to me that we ought to explore the advisability of working with Ministers and with Church groups more closely.

Jim Mack, President of the G. C. Murphy Co., is the new President of the Variety Stores Association. He has taken the same kind of a forthright stand for the Murphy Company that you folks in the Kresge Company have taken. Mr. Mack has talked about the possibility of a top-flight national committee of retailers from various fields and Church leaders, possibly also some name community leaders.

But before we embark on a project of this kind, we were both anxious to have your views on the entire situation. What is the attitude of the National Council of Churches? How should they be approached? What does Dr. Peale think about Sunday selling? How forthright a stand has he taken? Does Dr. Peale and do other religious leaders feel that this is an important moral and spiritual issue?

I am listing these questions because I would like to visit with you and discuss them. I am going to be in Detroit the first week of June. I wonder whether you could see me on either Monday, June 2nd, or Thursday, June 5th.

Either
OK.